



Opportunities for Recycling Partners

The ENERGY STAR® Make a Cool Change: Recycle Your Old Washer Campaign¹ is an engaging platform that ENERGY STAR partners and others are using to encourage their customers to get rid of their old, inefficient clothes washers. By highlighting the recycling message, the campaign reinforces the need to remove old units from the electric grid and dispose of them properly.

The goals of these U.S. Department of Energy (DOE)-led efforts are to:

- drive replacement sales of ENERGY STAR qualified clothes washers;
- help consumers lower their energy and water bills;
- permanently remove inefficient appliances from the electric grid; and
- reduce our impact on the environment.

The Opportunities of Aging Appliances:

There are a lot of old washers out there! An estimated 84.1 million households have a top-loading washer; 24 million of these are ten years old or older.² Combined, these inefficient appliances use \$9 billion per year in energy and water costs.³

Today's models are 4 times more efficient than the old ones. Clothes washers manufactured before 1999 use more than 4 times the energy of today's ENERGY STAR models. Starting July 1, 2009, new ENERGY STAR clothes washer criteria will make models at least 43 percent more energy efficient than the minimum federal standard, plus they must meet stringent water efficiency criteria.

Ensure inefficient clothes washers don't end up back on the grid in someone else's house. When consumers purchase new models, the old washers are sometimes resold, donated to charity, or given away to others. Properly recycling an old washer permanently shuts down an inefficient appliance. Plus, after separation and processing, the steel and other materials in the old units can be made into new products – maybe even a new ENERGY STAR qualified model.

Make it easier for consumers to be more energy-efficient with ENERGY STAR. By consciously deciding to replace an inefficient model before it fails, consumers can research options, select the best model for their needs, and look for special deals.

What Can You Do?

- **Get on the list.** If you offer a clothes washer recycling incentive, contest, or promotion, let us know so it can be listed on the campaign Web site.
- **Consider working with energy and water efficiency program sponsors or retailers** to offer clothes washer recycling services.
- **Check to see if state governments in your service area will be supporting ENERGY STAR** appliance rebates or recycling programs, using recently passed economic stimulus funds. Information will also be posted on the campaign Web site, as available.
- **Use the campaign images, Web buttons, savings facts, or other materials** in your marketing efforts to show your support of the campaign. Consider creating your own unique



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CLEAN CHANGE.
Recycle Your Old Washer.



materials to grab customers' attention in a creative and fun way and leverage DOE's national campaign. Items can be downloaded at www.energystar.gov/recycle.

- **Partner with local leaders to organize a clothes washer change-out and recycling event** to help spread the word and educate the public about the importance of saving money and energy with ENERGY STAR and you.

Join us to *Make a Clean Change!*

We're here to help! If you need assistance or want to discuss ideas, contact the campaign staff at appliancecampaign@energystar.gov today. We want to share your great work, so tell us about your plans so we can promote your activities through the ENERGY STAR Web site and other vehicles.

www.energystar.gov/recycle (live early March 2009).

E-mail: appliancecampaign@energystar.gov.

¹ Formerly the ENERGY STAR Recycle My Old Fridge Campaign, at www.RecycleMyOldFridge.com.

² Source: Residential Energy Consumption Survey, 2005.

³ Source: D&R International, 2009.